



WKXW-FM
Community Outreach Report
Q3 2014

Following is a listing of some significant issues responded to by WKXW-FM, Trenton, New Jersey, along with the most significant programming treatment of those issues for the period of **July 2014 through September 2014**. The listings are by no means exhaustive. The order in which the community outreach events appear does not reflect any priority or significance.

Issue/Event: Atlantic Highlands Firemen's Fair

Date: Saturday, July 5, 2014

Time: 7:00 pm

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending the Atlantic Highlands Firemen's Fair, located at the Municipal Harbor in Atlantic Highlands, NJ. The purpose of this event was to help raise money and support the local fire companies of Atlantic Highlands, as well as provide a fun event for the community. Event was attended by NJ 101.5 Promotions Director Mike Hildebrandt.

Issue/Event: Princeton Summer Sizzler

Date: Wednesday, July 16, 2014

Time: 4:30 pm

Duration: 3 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending the Princeton Summer Sizzler at Palmer Square in Princeton, NJ. The purpose of this event was to help bring awareness and introduce the local businesses and organizations to the community. Event was attended by NJ 101.5 Promotions Director Mike Hildebrandt.

Issue/Event: New Jersey Sand Castle Contest

Date: Wednesday, July 30, 2014

Time: 9:00 am

Duration: 3 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending the New Jersey Sand Castle Contest, held on the beach in Belmar, NJ. Purpose of this event was to provide a free and fun contest to the community to see who could build the most impressive sand castle. Station provided music and giveaways all in support of Belmar and the community. Event was attended by NJ 101.5 Live Events Manager Ray Handel.

Issue/Event: Manalapan National Night Out

Date: Tuesday, August 5, 2014

Time: 6:00 pm

Duration: 3 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending the Manalapan National Night Out at the Target on Route 9 in Manalapan, NJ. This event is designed to heighten crime and drug prevention measures by educating the community and generating support for local anti-crime programs. Event was attended by NJ 101.5 Promotions Director Mike Hildebrandt.

Issue/Event: East Windsor National Night Out

Date: Tuesday, August 5, 2014

Time: 6:00 pm

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending the East Windsor National Night Out at the PAL Complex, located at 30 Airport Road, East Windsor, NJ. This event is designed to heighten crime and drug prevention measures by educating the community and generating support for local anti-crime programs. Event was attended by NJ 101.5 Live Events Manager Ray Handel.

Issue/Event: Chip In For Charity

Date: Monday, August 11, 2014

Time: 3:30 pm

Duration: 3 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending "Chip In For Charity" at Forsgate Country Club in Monroe, NJ. The purpose of this event was to provide a golf outing and benefit concert with proceeds supporting Ryan's Quest, a not-for-profit organization that raises funds and awareness to find a cure for Duchenne Muscular Dystrophy. Event was attended by NJ 101.5 Promotions Director Mike Hildebrandt.

Issue/Event: Stuff the Bus with United Way

Date: Saturday, August 16, 2014

Time: 12:00 pm

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending the United Way's "Stuff the Bus" event at the Walmart of Old Bridge, NJ. The purpose of the event was to collect new school supplies for local schools in the community. Event was attended by NJ 101.5 Live Events Manager Ray Handel.

Issue/Event: Colts Neck Pet Fair

Date: Saturday, August 30, 2014

Time: 12:00 pm

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air and by attending the Super Pets Adoption Weekend hosted by the PetSmart of Bridgewater. The purpose of the event was to find homes for over 200 dogs, cats, puppies & kittens within the community. Event was attended by NJ 101.5 Promotions Director Mike Hildebrandt.

Issue/Event: Walk For All Ages

Date: Sunday, September 7, 2014

Time: 11:00 am

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending the Walk for All Ages at Collingwood Manor, 460 Haddon Ave in Collingswood, NJ. The purpose of this event was to host and provide a great day to support Collingswood Manor and the community with fun events and a walk. All proceeds go to the United Methodist Homes Fellowship Fund, a financial safety net for seniors. Event was attended by NJ 101.5 Promotions Director Mike Hildebrandt.

Issue/Event: Kean Day 2014

Date: Friday, September 12, 2014

Time: 1:00 pm

Duration: 3.5 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending "Kean Day" at Kean University in Union, NJ. The purpose of this event was to provide an introduction to freshmen students, as well as provide an outlet for all students to obtain experience in their field of study, particularly through internships. WKXW collected resumes and hired interns from this event for the Fall 2014 and Spring 2015 semesters. Event was attended by NJ 101.5 Promotions Director Mike Hildebrandt.

Issue/Event: Seton Hall University Fall Career Fair

Date: Thursday, September 18, 2014

Time: 1:00 pm

Duration: 3.5 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending the Seton Hall University Fall Career Fair in South Orange, NJ. The purpose of the career fair was to provide students to obtain experience in their field of study, particularly through internships. WKXW collected resumes and hired interns from this event for the Fall 2014 and Spring 2015 semesters. Event was attended by NJ 101.5 Promotions Director Mike Hildebrandt.

Issue/Event: 2014 Monmouth County Workforce Development Job Fair at Brookdale Community College

Date: Friday, September 19, 2014

Time: 10:00 am

Duration: 3 hours

Description of Program/Event: Station worked in conjunction with WOBN-FM to promote awareness of the event by announcing the event on air at WOBN-FM. While a member from NJ 101.5 did not attend the event, our job openings were showcased at the event. We let attendees know about current job openings (Media and Digital Sales Executive, Digital Sales Specialist, Sales Assistant and Office Assistant-Receptionist). The purpose of the career fair was to connect residents of the Monmouth County Community, including students, with employers that have open positions. Event was attended by WOBN-FM Digital Sales Administrator Elise Perrine.